

## CONTRACT



**WESH**  
1021 N. Wymore Rd.  
Winter Park, FL 32789  
(407)645-2222

www.wesh.com

And:

**Mentzer Media Services**  
600 Fairmont Ave  
Suite 306  
Towson, MD 21286

<u>Contract / Revision</u> 947703 /		<u>Alt Order #</u> 07899970
<u>Product</u> HUKILL/GAETZ/GARDINE		
<u>Contract Dates</u> 09/18/12 - 09/24/12		<u>Estimate #</u> 1950
<u>Advertiser</u> Republican Party of Florida		<u>Original Date / Revision</u> 09/07/12 / 09/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WESH	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WESH	09/19/12	09/20/12	M-F Sunrise @6AM	6:00-7:00 AM		:30			NM	2	\$1,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--11---				2	\$900.00			
2	WESH	09/18/12	09/21/12	Regis & Kelly 9-10 AM	9:00-10:00 AM		:30			NM	4	\$2,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1111--				4	\$650.00			
3	WESH	09/18/12	09/21/12	NBC Today Show II	10AM-11AM		:30			NM	4	\$2,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1111--				4	\$625.00			
4	WESH	09/18/12	09/21/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	4	\$2,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1111--				4	\$650.00			
5	WESH	09/18/12	09/21/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	8	\$6,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-2222--				8	\$800.00			
6	WESH	09/18/12	09/21/12	M-F 6-6:30 PM	M-F 6-6:30 PM		:30			NM	4	\$4,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1111--				4	\$1,100.00			
7	WESH	09/18/12	09/20/12	M-F Entertainment Tonight	7:00-730 PM		:30			NM	3	\$4,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-111---				3	\$1,500.00			
N 8	WESH	09/18/12	09/21/12	NBC Tonight Show	11:35P-12:35XM		:30			NM	10	\$6,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WESH**  
1021 N. Wymore Rd.  
Winter Park, FL 32789  
(407)645-2222

www.wesh.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
947703 /	07899970

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	HUKILL/GAETZ/GARDIN	1950

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Party of Flori	09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -3322-- 10 \$650.00												
9	WESH	09/18/12	09/22/12	M-Su News @ 11PM	11-1135p		:30			NM	5	\$7,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -11111- 5 \$1,500.00												
10	WESH	09/22/12	09/22/12	Sat Sunrise 6-8 AM	6:00-8:00 AM		:30			NM	2	\$600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S- 2 \$300.00												
11	WESH	09/22/12	09/22/12	NBC Saturday	Sat 8-10am		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S- 2 \$1,200.00												
12	WESH	09/22/12	09/22/12	Notre Dame Football	5:00A-4 XM		:30			NM	2	\$2,400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S- 2 \$1,200.00												
13	WESH	09/23/12	09/23/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 P		:30			NM	1	\$700.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S 1 \$700.00												
14	WESH	09/23/12	09/23/12	Sun Sunrise@6-8 AM	6:00-8:00 AM		:30			NM	2	\$600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S 2 \$300.00												
15	WESH	09/23/12	09/23/12	NBC Sunday Today	8:00-9:00 AM/9-11		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S 1 \$1,500.00												
D 16	WESH	09/23/12	09/23/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
17	WESH	09/23/12	09/23/12	CHRIS MATTHEWS WKND ICHRIS MATTHEW			:30			NM	1	\$750.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/17/12 09/23/12 -----S 1 \$750.00												
D 18	WESH	09/23/12	09/23/12	NFL	8:00PM-conclusion		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
19	WESH	09/24/12	09/24/12	M-F Sunrise @6AM	6:00-7:00 AM		:30			NM	1	\$900.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12 09/30/12 M----- 1 \$900.00												
20	WESH	09/24/12	09/24/12	Regis & Kelly 9-10 AM	9:00-10:00 AM		:30			NM	1	\$650.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/24/12 09/30/12 M----- 1 \$650.00												
21	WESH	09/24/12	09/24/12	NBC Today Show II	10AM-11AM		:30			NM	1	\$625.00
Class of Time - Pre-emptible with notice												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**(407)645-2222**

www.wesh.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
947703 /	07899970

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	HUKILL/GAETZ/GARDIN	1950

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Party of Flori	09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$625.00			
22	WESH	09/24/12	09/24/12	M-F 4-5 PM NEWS	M-F 4-5 PM		:30			NM	1	\$650.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$650.00			
23	WESH	09/24/12	09/24/12	M-F 5-6 PM ROT	5:00-6:00 PM		:30			NM	2	\$1,700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				2	\$850.00			
24	WESH	09/24/12	09/24/12	M-F 6-6:30 PM	M-F 6-6:30 PM		:30			NM	1	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,200.00			
25	WESH	09/24/12	09/24/12	M-F Entertainment Tonight	7:00-730 PM		:30			NM	1	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,500.00			
26	WESH	09/24/12	09/24/12	NBC Tonight Show	11:35P-12:35XM		:30			NM	2	\$1,300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				2	\$650.00			
27	WESH	09/24/12	09/24/12	M-Su News @ 11PM	11-1135p		:30			NM	1	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,500.00			
N 28	WESH	09/22/12	09/22/12	Sat. Entertainment this Week	7:00-8:00 PM		:30			NM	0	\$0.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				2	\$800.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WESH	09/17/12-09/23/12	Sat. Entertainment this Week	7:00-8:00 PM	-----Sa--	:30		<del>\$800.00</del>	NM		
		Credited										
	2	WESH	09/17/12-09/23/12	Sat. Entertainment this Week	7:00-8:00 PM	-----Sa--	:30		<del>\$800.00</del>	NM		
		Credited										
29	WESH	09/22/12	09/22/12	Sat Sunrise 6-8 AM	6:00-8:00 AM		:30			NM	1	\$700.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$700.00			
30	WESH	09/18/12	09/21/12	KATIE COURIC DAY	2-3PM		:30			NM	6	\$1,050.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				6	\$175.00			
31	WESH	09/24/12	09/24/12	KATIE COURIC DAY	2-3PM		:30			NM	1	\$175.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$175.00			
N 32	WESH	09/18/12	09/21/12	M-F Early Sunrise	5:00-6:00 AM		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WESH**  
 1021 N. Wymore Rd.  
 Winter Park, FL 32789  
 (407)645-2222

www.wesh.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
947703 /	07899970

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	HUKILL/GAETZ/GARDIN	1950

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Party of Flori	09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$300.00			
Totals											75	\$60,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/24/12	75	\$60,000.00	\$51,000.00
<b>Totals</b>	75	\$60,000.00	\$51,000.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.